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Delta Region Community Health
Systems Development (DRCHSD)
Program Communication Strategies
for Community Outreach and
Education Webinar Series

Part 6: How to Communicate Who You Truly are as an Organization

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healthcare marketing

Delta Region Community Health System Development (DRCHSD) Program

Supported By:



Delta Regional Authority

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Legato Healthcare Marketing



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Agenda

- What is an organization's image?
- Learn what defines the character of your organization
- Why consistency is important
- Uncover your organizational personality traits
- Personality exercise
- Why image consistency matters
- Is it time to change your image?



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Pre-Poll

Q: How confident are you in your understanding of how to define and effectively communicate who you truly are as an organization? (select one)

1. **Extremely comfortable**
2. **Very comfortable**
3. **Comfortable**
4. **Somewhat comfortable**
5. **Not comfortable**



Most people have an idea of what
their image is all about


WHAT DEFINES AN **Organization's Image?**

- It's bigger than pretty colors, logo, tagline, or a building



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**Your
image
can
reflect
your:**

- Culture
- Personality
- Purpose
- Environment
- Behavior
- Services offered
- Reputation
- Differentiation
- Heritage
- Relationships with patients, staff and the community
- Your mission

Promise

The equity of your image is a promise
How you fulfill expectations and meet the
needs of all audiences



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Poll Question

Q: Name a business that you recognize and respect for their organization's image and their promise

(Answer in chat box)



Consumer organizations



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**American
Red Cross**

Epic

WebMDSM



Cleveland Clinic



**American
Heart
Association®**

Healthcare organizations



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Your image is based on a series of
EXPERIENCES



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A healthcare professional, likely a nurse or technician, stands in the foreground of an operating room. She is wearing blue scrubs, a blue bouffant cap, safety glasses, and white gloves. Her arms are crossed, and she has a slight smile. In the background, two other healthcare professionals in scrubs and masks are working near a patient on an operating table. The room is brightly lit with large overhead surgical lamps.

Quality of care you provide



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Patient interaction



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How you answer the phone



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A close-up photograph of a person's hands holding a tablet. The tablet screen shows a video call with a middle-aged man with a beard, wearing a white lab coat and a stethoscope. The interface on the tablet includes a menu icon in the top left, a vertical toolbar with icons for people, video, chat, mail, and voice, and three circular buttons (plus, red phone, green video) at the bottom. The background is a blurred indoor setting.

Innovation and access to care



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Waiting room environment



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Community minded



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Online experience



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Image is
also based on
your
CHARACTER

- How your organization is perceived
- Type of personality
- Geographical reach
- Empathetic
- Acceptance of diversity
- Listening to community needs
- Aligning your organizational vision and future strategy



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Poll Question

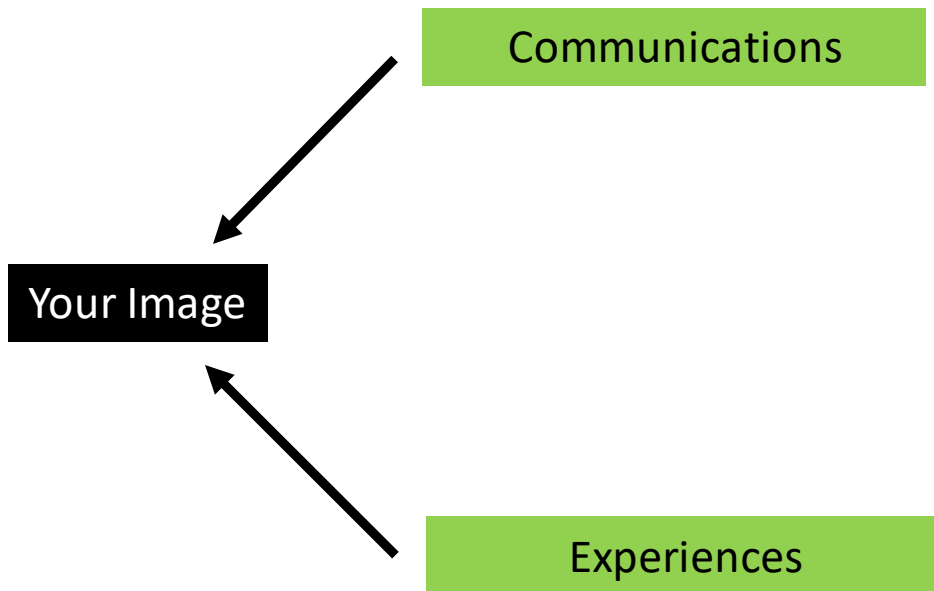
Q: What are **three words** you would use to define the character of your hospital or clinic?

1.

2.

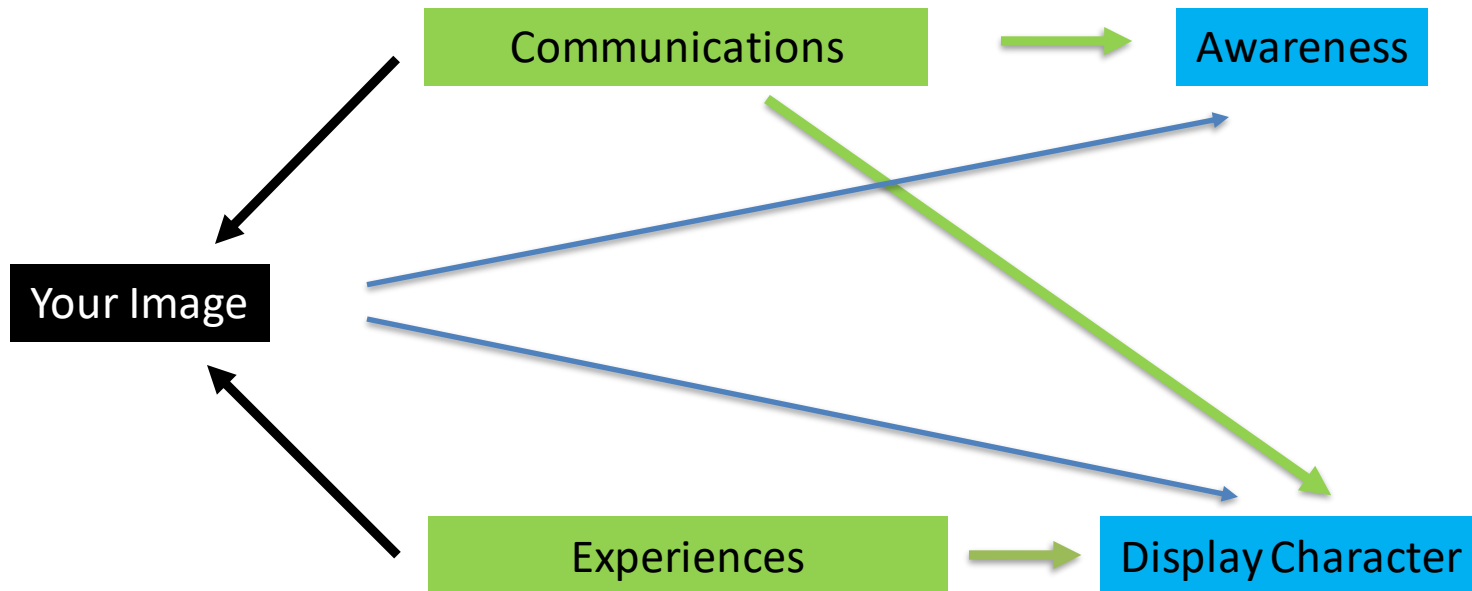
3.

(Answer in chat box)



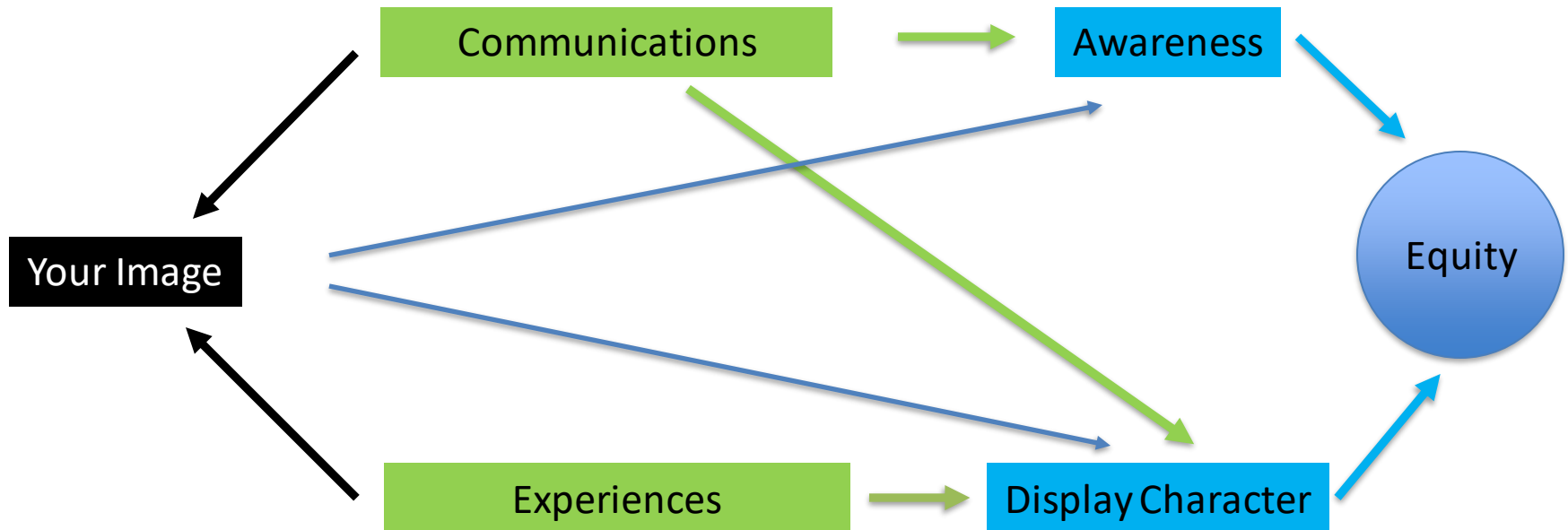
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Poll Question

Q: If you overheard a patient describing your hospital or clinic to a friend, what would they be saying?

(Answer in chat box)



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UNCOVER YOUR **Organizational Personality Traits**

- Defining your personality traits means you can apply them consistently in your verbal and visual communication
- How you would describe your organization's image as a person
 - Traditional vs established
 - Innovative vs personable
- Does your organization's personality match who you are and what you aspire to be?



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Personality Exercise

Uncover your organizational personality traits (PDF handout)

- Place an “**X**” on each line closest to where you believe your hospital currently falls on the spectrum.
- Then, place a **dot** on each line closest to where you’d want your hospital to be on the spectrum.

(5-minute exercise)

DOES YOUR PERSONALITY ALIGN WITH YOUR IMAGE?



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ESTABLISH IMAGE CONSISTENCY

- If you don't want your image to be a stranger, then you'll need to be consistent with every interaction you have, so that they can learn to recognize you
- Consistency in what you look like, how you sound, and your character
 - In-person
 - Online
 - Communications



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STANDARDS GUIDE

Introduce:

- Mission, vision values
- The essence of your image

Establish guidelines for:

- Logo
- Color palette
- Typography
- Voice and tone
- Photography
- Hierarchy
- Signage
- Print and digital samples
- Social media policy



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Image Standards

LOGO

The Memorial Medical Center logo is the main identifier of the brand. It should be used on all MMC communications. Follow these guidelines to maintain a strong brand identity.

MEMORIAL MEDICAL CENTER
So Much... So Close!

Primary logo
The logo that will be used on a white or very light background. It includes plenty of padding.

Two color logo

When placing the logo on a dark background, you may use the 2-color logo. It is advised to be used only on Pantone 518 C or Pantone 7708 C from the color palette or black/dark gray. It can also be used on top of a photo as long as the background isn't too busy. See examples below.

MEMORIAL MEDICAL CENTER
So Much... So Close!

MEMORIAL MEDICAL CENTER
So Much... So Close!

MEMORIAL MEDICAL CENTER
So Much... So Close!



COLOR PALETTE

The colors in this palette were chosen to complement and highlight the burgundy used in the original brand. The varying shades of blue were chosen as a nod to Memorial Medical Center's location on the Texas Gulf waters. Blue is also known to create a calming effect as well as symbolizing confidence, sincerity, compassion and loyalty (in this case, representing MMC's loyalty to the community). This palette also uses yellow, which traditionally is related to the feeling of joy, enthusiasm, determination and strength. The dark purple is used to add dimension and richness to the palette and symbolizes peace and wisdom. Used together, this palette has a calming yet lively feel to it and adds just the right amount of depth to the original color.



PANTONE: 188 C
CMYK: 5 : 96 : 56 : 54
RGB: 118 : 35 : 47
HEX: 76232F



PANTONE: 7459 C
CMYK: 70 : 17 : 10 : 4
RGB: 66 : 152 : 181
HEX: 4296B5



PANTONE: 7409 C
CMYK: 0 : 27 : 92 : 0
RGB: 240 : 179 : 35
HEX: F0B323



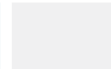
PANTONE: 518 C
CMYK: 60 : 84 : 22 : 54
RGB: 75 : 48 : 72
HEX: 4B3048



PANTONE: 7708 C
CMYK: 95 : 21 : 11 : 49
RGB: 0 : 86 : 112
HEX: 005670



PANTONE: 7457 C
CMYK: 25 : 0 : 0 : 0
RGB: 187 : 221 : 230
HEX: 8BDDDE



PANTONE: Cool Gray
CMYK: 10 : 7 : 5 : 0
RGB: 217 : 217 : 214
HEX: D9D9D6

PRINT SAMPLES

See below for a few examples of how to use typography and photography to create a dynamic and consistent brand.



PRINT AD, DIGITAL AD, OUTDOOR BOARD EXAMPLES



Headline Can Go Here
Subhead can go here

MEMORIAL MEDICAL CENTER
So Much... So Close!

mmcporthavaca.com



Headline Can Go Here
Subhead can go here

MEMORIAL MEDICAL CENTER
So Much... So Close!

mmcporthavaca.com



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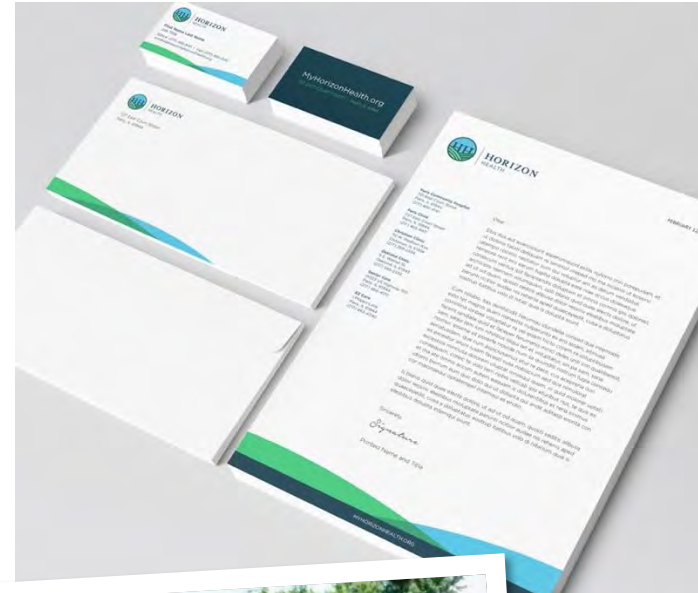
Image Standards



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Image Standards



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TIME FOR
SOMETHING NEW!



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KEY FACTORS when considering changing your image

- **The degree of change**
- **Risk exposure** to change
- Current **perceptions**
- Literal **vs.** abstract name
- Naming **architecture** – does it include multiple names or locations?
- **Sustainability**



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IMAGE CHANGE

1. Image evolution

- Evolve existing logo with update colors and fonts
- Standards guide

2. Complete image transformation

- Brand name/logo development
- Establish colors and preferred type fonts
- Naming hierarchy
- Standards guide



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IMAGE EVOLUTION



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COMPLETE Image Transformation



Paris Community Hospital
Family Medical Center



HORIZON
HEALTH



ATCHISON
HOSPITAL



Amberwell

OSCEOLA COMMUNITY
HOSPITAL



Osceola
REGIONAL HEALTH CENTER



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Summary

- Your image goes beyond than pretty colors, logo, tagline, or a building
- Your image is a promise
- Equity in your image can be built through experiences and communications which leads to greater awareness and defines your character
- The personality exercise gave you insight into what your image aspires to be
- Establishing standards strengthens equity of your image
- Understanding the key factors when considering an image change
- Time for a change. Two types of image changes – image evolution and a complete image transformation



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Post-Poll

Q: How confident are you in your understanding of how to define and effectively communicate who you truly are as an organization? (select one)

1. Extremely comfortable
2. Very comfortable
3. Comfortable
4. Somewhat comfortable
5. Not comfortable

DRCHSD Communication Strategies for Community Outreach and Education Webinar Series

See you for Webinar #7!

**Telehealth as a New Norm: Strategies to Build
Understanding and Acceptance
Internally and Externally**

Thursday, December 10, 11:00-12:00 CT

Speaker: Mike Milligan



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Thank You!

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